

4. 國際標準化組織 (ISO) 之 ISO 9000 系列標準，係指 ISO 9001、ISO 9002 及 ISO 9003 三種標準而言，其內容係指品質管理系統之標準，而非指產品之標準。

EAT

Printed in U.S.A.

A large advertisement for Marlboro 100's cigarettes. The background is a sepia-toned photograph of a cowboy on a brown horse, herding a large group of cattle in a dusty, open field. The cowboy is wearing a hat and a jacket, and is holding a lasso. In the foreground, two packs of Marlboro 100's cigarettes are prominently displayed. The pack on the left is gold and white, and the pack on the right is red and white. Both packs are labeled 'Marlboro 100's' and '100 CIGARETTES'. Below the packs, there is a small text box with a warning: 'Warning: The Surgeon General Has Determined That Cigarette Smoking is Dangerous to Your Health.' At the bottom right, there is a small line of text: 'Kings 16 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC method. 100's 11 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method.'

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

King: I believe I am honest.  
 I think I am a very honest man.

